

Marketing Intern Responsibilities

Job brief

At Solutional, we serve multiple nonprofits, some are small but growing, but all are offering real-world experience as a Marketing Intern. The successful candidate will be enrolled during the school year full-time in a university or college and studying marketing, communications, or brand development. We're looking for a driven, ambitious individual for 8-10 hours each week. The schedule can be flexible and we encourage you to continue to take classes in the summer or have other responsibilities. You'll work directly with our social media team and staff from multiple non-profits, and will hold real-world responsibilities and expectations.

As a Marketing Intern you will collaborate with our team in all stages of social media marketing campaigns. Your insightful ideas, contributions, and execution will help develop, expand, and maintain our marketing efforts.

Our goal for you is this internship will be to help you acquire marketing skills and provide you with knowledge of various social media marketing strategies. Ideally, you will gain broad experience in brand development and marketing as well as tangible skills to translate to your next endeavor.

Responsibilities

- Perform market analysis and research on other non-profits
- Develop new social media campaigns from the ground up, considering our needs and specific industry or non-profit
- Support the marketing team in daily creation and scheduling of social media posts
- Monitor social channels for trending news, ideas and memes, then capitalize on those trends through our social media accounts
- Collect quantitative and qualitative data from marketing campaigns
- Assist with capturing and analyzing social media metrics
- Assist in other marketing and advertising promotional activities (e.g. email and web/blog updates)
- Manage and update company database and customer relationship management systems (CRM)
- Help organize marketing events

Requirements

- Strong desire to learn
- Professional drive
- Understanding of different marketing techniques and ideas
- Excellent verbal and written communication skills
- Excellent knowledge of MS Office
- Familiarity with marketing computer software and online applications (e.g. CRM tools, Online analytics and Google Adwords)
- Familiarity with major Social media platforms (Facebook, Twitter, Instagram, LinkedIn)
- Passion for the marketing industry and its best practices
- Current enrollment in a related BS or Masters degree

About one of our companies: The Market Project

The Market Project uses the power of the marketplace and a deep understanding about the impact of trauma to help men & women who have experienced complex trauma and trafficking. We employ and train men and women to start, run, and work in businesses around the world. This healing work is a vital part of their continue healing.

We want to see men and women find hope and flourish through safe, dignity-affirming, healing work. We create profitable businesses that offer stable jobs and support healing for survivors of trauma, exploitation, and trafficking.

If you are interested in this internship, please send your resume and schedule to internships@solutionalinc.com